MONTANA CONSTITUTIONAL CONVENTION

ANNUAL REPORT

OF THE

MONTANA HISTORICAL SOCIETY

TO THE

GOVERNOR OF MONTANA

HONORABLE FORREST H. ANDERSON

FOR THE

FISCAL YEAR ENDED

June 30, 1971

MONTANA HISTORICAL SOCIETY
Founded 1865

225 N. ROBERTS PHONE (406) 449-2694 HELENA, MONTANA 59601

November 3, 1971

The Honorable Forrest H. Anderson
Governor
State of Montana
Helena, Montana 59601

Dear Governor Anderson:

In accordance with the requirements of Section 82-4002, R.C.M. 1947, we herewith transmit to you the report of the Montana Historical Society for the fiscal year June 30, 1971.

We list our major accomplishments as follows:

- Opening of a new wing containing 24,000 square feet of space to be utilized by the museum, library, merchandising and magazine programs.

- Advancement of program for a state archives and for co-operation with the controller's office in state records management.

- Continued increase in visitor attendance and in circulation of quarterly, MONTANA, The Magazine of Western History.

- Continued increase in volume of merchandising sales, thus strengthening programs it supports. The Society level of self support is about 60 percent.

- Accelerating program of coordination in collection and listing of materials between our Historical Library and the libraries and history departments of Montana University units.

- Co-operation with University of Montana (operating under a grant) to launch Young Historian program in Montana secondary schools, and in publication of program quarterly.

- Enhancement of building security through new alarm system and with increase of guard personnel.

Recommendations to facilitate the achievement of goals include:

- Continue to develop state archives and records management system.

- Continue to provide technical assistance and planning for museums throughout Montana.

- Continue changes, renovations and additional interpretative displays in museum.

- Enhance utilization of Society staff and holdings by initiating Young Historian program as a Society activity after grant has been exhausted at University of Montana.

- Make art available to more Montanans through traveling displays.

- Strengthen security program.

Respectfully submitted,

Sam Gilluly

Sam Gilluly,
Director

SG/vk

TABLE OF CONTENTS

PRINCIPAL OFFICES AND OFFICERS

BOARD OF TRUSTEES
MONTANA HISTORICAL SOCIETY

OFFICER TERM OF OFFICE	HOME ADDRESS
Harold G. Stearns, President 7-1-71 to 7-1-76	Harlowton
Wilbur P. Werner, Vice President 7-1-69 to 7-1-74	P. O. Box 1244, Cut Bank
Mrs. Louis W. Hagener, Secretary 7-1-70 to 7-1-75	612 - 17th Street, Havre
Mrs. Charles A. Bovey 6-16-67 to 7-1-72	P. O. Box 1653, Great Falls
Henry S. Ruegamer 7-1-70 to 7-1-75	Drawer Q, Hardin
Manson Bailey, Jr. 7-1-71 to 7-1-73	P. O. Box 743, Glasgow
Dr. Merrill G. Burlingame 7-1-71 to 7-1-76	1419 S. Willson, Bozeman
Mrs. Stella A. Foote 7-1-67 to 7-1-72	1207 Hillhaven Way, Billings
Newell Gough, Jr. 7-1-68 to 7-1-73	P. O. Box 1686, Helena
Mrs. A. C. MacDonald 7-1-69 to 7-1-74	1500 River Avenue, Glendive
E. E. MacGilvra 7-1-68 to 7-1-73	305 Silver Bow Block, Butte
Doris Marsolais Marshall 7-1-71 to 7-1-76	931 Knight Street, Helena
Whitney Smith 7-1-67 to 7-1-72	P. O. Box 1158, Whitefish
Branson G. Stevenson 7-1-69 to 7-1-74	715 Fourth Avenue North, Great Falls
James H. Vanderbeck 7-1-70 to 7-1-75	P. O. Box 235, Virginia City

PRINCIPAL ADMINISTRATIVE OFFICERS

Sam Gilluly, Director

Harriett Meloy, Librarian

Robert F. Morgan, Curator (Chief, Museums Division)

Dorothea Neath, Merchandising Manager

Vivian Paladin, Magazine Editor (Chief, Publications)

PRINCIPAL OFFICE

Veterans and Pioneers Memorial Building, Helena

LEGAL REFERENCES

Statutory authority for operations of the Montana Historical Society is provided by Section 44-523, R.C.M., 1947.

STATE ARCHIVES

The 1969 Legislative Session, in Section 82-3208, R.C.M., 1947, designated the Montana Historical Society as the State Archives, also providing for appointment of a State Archivist by the Society Director.

PRINCIPAL GOALS

The Montana Historical Society's goals are well defined in its statutory authority. In general they are to collect, preserve and interpret historical information and objects.

MAJOR ACCOMPLISHMENTS SUMMARIZED

1. Increased facilities for all departments.
2. Advanced program for state archives.
3. Increased visitor attendance.
4. Increased circulation of MONTANA Magazine and MONTANA POST.
5. Launched co-operative program with University unit libraries and history departments in materials collection.
6. Increased merchandising volume.
7. Improved building security.

MAJOR ACCOMPLISHMENTS DESCRIBED

1. Increased facilities.

   Society opened new 24,000 square foot wing providing more facilities for all programs; financing was by legislative appropriation plus $40,000 in private funds raised by solicitation.

2. Advanced program for state archives.

   With new staff and some additional space made beginning on collection and cataloguing of state archives, plus preliminary work toward state records management.

3. Fiscal year attendance approximately 115,000.

4. MONTANA, The Magazine of Western History, with printing of 15,000, is believed to have largest circulation of any state historical society journal.

5. Took initiative to invite library and history administrators to meet and discuss problems of collecting historical materials within Montana; communications established for exchange of information and to work together so that important materials do not leave the state, as in the past.

6. Increased merchandising volume.

   Because of its direct support and full financing of several programs, the Society increased efforts for sales both through its sales counter and by direct mail solicitation; approximately 30,000 direct mail pieces sent, plus advertising in our magazine and bulletin.

7. Modern Mosler alarm system installed; guard personnel increased.

MAJOR RECOMMENDATIONS SUMMARIZED

PRIORITY	RECOMMENDATION	PROGRAM
1.	Continue implementation of state archives and records management.	Library
2.	Initiate Young Historian Program.	Joint
3.	Continue to provide technical and planning assistance for local and county museums in Montana.	Museum
4.	Accelerate program for traveling art and historical exhibits.	Museum

MAJOR RECOMMENDATIONS DESCRIBED

1. State archives and Records Management.

   Archival collection and classification will continue with present staff; prime aim is to acquaint other state agencies with program and to work in co-operation with Department of Administration in developing records management, since both agencies have statutory responsibilities.

2. Initiate Young Historian Program.

   Initiate and promote interest in history in secondary school students through establishment of Young Historian chapters in high schools. In other states this has been demonstrated to be most effective means of stimulating studies of local and state history, now neglected. Would require a field person, plus help of Magazine and Library Program.

3. Aid to local museums.

   This is increasingly important as more communities and counties in Montana begin development of museums. These are manned by lay people, who need advice in building planning, museum layout and in preparation of exhibits. Can be accomplished with present expert museum staff.

4. Accelerate program for traveling exhibits.

   Because the Society is remote to many sections of the state, we believe it is highly essential to take art and history to these areas. Will require some additional museum funds, plus co-operation of other state and local agencies. It is also being explored from standpoint of grants.

PROGRAM -- LIBRARY

GOAL

The Library is "for the use, learning, culture and enjoyment of citizens of the state and for preservation of historical records."

OBJECTIVES

Primary function is involvement in the learning process for students at all levels from high school through college graduate; providing information and photographs for researchers, students, writers, state agencies (especially the legislature), authors and publishers, as well as many citizens seeking personal information.

ACHIEVEMENTS

Use of the library includes innumerable telephone calls, answer to questions posed by drop-in visitors, and replies to hundreds of inquiring letters -- a body of statistics we do not compile.

However, during the Legislative Assembly, much of our day to day work was involved in providing legislators and their attaches with proceedings from past sessions, minutes of committees, legislative biographical data, and obituaries.

Library users spending from one day to three weeks of research time in the library numbered approximately ninety. The nature of their study ranged from biographies of famous Montanans Granville Stuart and Jeannette Rankin to the disposition of buffalo bones gathered from prairies and valleys in the state from 1880 to 1890.

Most researchers remarked that they had no idea of the wealth of this library, that they should have allowed themselves more time in Helena, and that they intended to return.

Involvement in the learning process is primarily the library's function. Added to usual activities in promoting education was service to teachers and students participating in the Young Historian program. From one to two hours every day during the spring semester were devoted to assisting high school researchers.

The function of "acquiring and preserving historical records" under the direction of John Coleman, continues to receive unusual emphasis. Among additions to the archives during the current year were the Thomas F. Cruse papers, the A. B. Cook collection, Crow Indian Agency letterbooks, and the J. Hugo Aronson collection.

Industrial-type steel shelves, as well as some metal library furniture were purchased for the archives area during this fiscal year. One more order of

shelving should fit the room for expanding needs.

Preservation of newspapers progresses as noted from the addition of some three hundred rolls of microfilm which carry back files as well as current weekly and daily Montana journals.

Over five hundred pictures were copied from borrowed subjects or from fragile glass plates and added to the library photograph files.

Three special collections of secondary material were catalogued and placed on the shelves. In a previous report, the Teakle collection of 2,000 range and cattle subjects was noted; however, the task of processing this impressive group of books has now been accomplished. Mrs. Mary Perkins' gift of about 175 books and manuscripts on Custer are now available to the public, as is the Edgar I. Stewart donations of 76 books, 30 pamphlets and 25 rolls of microfilm on Custer and other subjects.

Although we are keeping fairly well current with the day to day activities of the library, we fall short in preparing lists and guides to our newspapers and periodicals. We have little time for interpreting our collection, preparing displays or writing. Our map collection is sorely in need of cataloging. Finding guides should be devised, and organization of the picture collection must be dealt with in the near future.

A library of this quality and size cannot stand still. We attempt to maintain a high quality of service and yet it seems we have just scratched the surface. Montana's interest in its Historical Society will insure a better future, if we continue to advise people of our activities and needs.

PROGRAM -- MUSEUMS AND GALLERIES

GOAL

To provide interpretations of Montana history through displays and dioramas; to acquire and display Western art and contemporary creations; to provide systematic cataloging and care of both historical artifacts and all art; to give technical assistance to smaller museums and historical societies.

OBJECTIVES

. To renovate and update museum exhibits as funding is available. Includes completion of Indian-Fur Trade Room and a new treatment of present Transportation exhibits -- compartmentalization in a room similar to other exhibits in formal museum; installation of new section delineating history of Montana logging and lumbering in compliance with legislative resolution and with financing by the industry in Montana.

. Program to utilize society's art collection, with segments of Society's collection to be made available to qualifying groups and agencies throughout Montana. Three exhibits now ready for this "traveling" program are lithographs of Karl Bodmer, etchings by Branson Stevenson and etchings by Hans Kleiber.

. Improve and enhance art gallery exhibitions; top artists in various media are scheduled through 1973.

. Continue creation of special historical exhibits for "traveling." Both museum and library materials will be used. Goal is communication with outlying Montana communities.

ACHIEVEMENTS

Approximately 12,000 square feet of new exhibit space was opened to the general public the latter part of July 1970 allowing better exhibiting facilities for our collections of C. M. Russell works, Towe Fords and fine art, both permanent and travelling.

Work progressed on museum renovation, with better than half of the Indian-Fur Trade Room completed and a new introductory area completed. Up-dating of audio tapes, labeling and exhibit techniques provide a "new look" for these areas.

Assistance to small museums has increased two-fold over the same period of a year ago. More and more state small museums are asking the Society for aid in planning local small museums. The aid provided includes technical assistance, planning assistance and assistance in organizing.

PROGRAM -- ADMINISTRATION

GOAL

To provide administration and general supervision of all programs of the Society; to provide liaison with the legislature and other state agencies; to carry out policy established by board and to maintain liaison between board and staff; to direct public relations on a personal and media basis.

OBJECTIVES

- With accountant, to maintain budget control.
- Provide personnel management and selection.
- Direct or originate informational programs for public.
- Assist in merchandising.
- Maintenance of general files and records.
- Seek acquisitions and sponsors for exhibits.
- Work with Board of Trustees in development and implementation of policy.
- To encourage and assist creative and service departments from budgetary standpoint.

ACHIEVEMENTS

Much of the Society's work is of a promotional nature, aimed at stimulating interest, attendance and support. This is a primary responsibility of the director and is carried on by direct, personal contacts and through the medium of press releases, speeches, radio and TV interviews and in other ways.

Society was partially restructured during year, with elimination of business manager and distribution of business manager's functions to merchandising manager, accountant and director. The change brought direct lines of responsibility and communication and resulted in some budget economies.

Administration takes responsibility for offering and mail sales of rare bronze issues; this accounts for about $87,700 annually in sales.

Department had set up leave records and policies prior to general memoranda in these fields, and has now implemented general policies as directed by controller.

Obtained financial support for new lumbering exhibit in formal museum.

Active in acquisition of new art and library materials.

PROGRAM -- MERCHANDISING

GOAL

Through aggressive merchandising to support its own program to support wholly the museum program and to partially support the magazine program.

OBJECTIVES

- To enhance and accelerate present sales program in Society sales area and by direct mail.
- Supervise and train sales staff, whose members may be either permanent or temporary employes.
- Provide adequate and accepted inventory control.

ACHIEVEMENTS

The merchandising program developed gross income of approximately $350,000 during the year. Sales primarily are of books, rare or limited editions of bronzes, art prints, miscallaneous items of many kinds and consigned or purchased art.

While we pursue an aggressive program at retail level, we also have an expanding wholesale sales program, with sales to many retailers both inside and outside Montana.

New "lines" instituted the past year included Shaner pottery and a series of Indian educational books.

The department created, assembled and dispatched more than 30,000 promotional mailings to a selected customer list throughout the United States and Canada.

In-service staff training conducted on sales, security and general information.

PROGRAM -- MAGAZINE (PUBLICATIONS)

GOAL

To provide a quarterly historical journal of high quality, devoted to history of the American West; publication of a Society bulletin; to assist both museum and merchandising departments in development of brochures, etc., for use by these departments.

OBJECTIVES

. MONTANA, The Magazine of Western History strikes a mean between scholarly and popular publications and continues to be a leader in its field in terms of subject matter, layout, art, color printing and general editorial excellence.

. Both the Magazine and THE MONTANA POST, Society bulletin, literally act as "ambassadors" of the Society in interpreting its work and goals to Montanans and thousands of subscribers outside Montana.

. Talents of the editor and her assistant are frequently utilized for various productions of brochures and other materials utilized by the merchandising and museum divisions.

ACHIEVEMENTS

The Magazine, with a printing of 15,000, continues with the largest circulation in its field among publications of historical societies in the United States.

Both the magazine and the POST are important in various offerings for sale by the Society.

The editor and her work continue to be recognized by professional organizations, including a national award by the National Federation of Press Women.

Demonstrably, the publications attract thousands of visitors to Montana and to our museums and galleries.

PROGRAM COST SUMMARY

PROGRAM	FISCAL YEAR COSTS 1970 - 71	1969 - 70	Increase (Decrease)
Administration	$ 72,891.07	$ 78,941.27	$(6,050.20)
Library	71,119.75	68,462.53	2,657.22
Museum	52,217.32	38,003.40	14,213.92
Magazine	81,517.95	85,182.61	(3,664.66)
Merchandise	236,702.21	224,422.03	12,280.18
TOTAL	$ 514,448.30	$ 495,011.84	$ 19,436.46

PROGRAM COST DETAIL

PROGRAM	1970 - 71 FY TOTAL	PERSONAL SERVICES	OPERATING EXPENSES	CAPITAL
Administration	$ 72,891.07	$ 50,308.67	$ 19,168.25	$ 3,414.15
Library	71,119.75	40,059.24	9,145.27	21,915.24
Museum	52,217.32	30,770.13	8,861.79	12,585.40
Magazine	81,517.95	30,497.48	51,020.47	
Merchandise	236,702.21	30,227.05	205,201.61	1,273.55
TOTAL	$514,448.30	$181,862.57	$293,397.39	$ 39,188.34

SOURCE OF FUNDING

General Fund	$142,979.42
Museum Earmarked Revenue	50,017.32
Donations Federal and Private Revenue	2,300.00
Building Federal and Private Revenue	556.00
Revolving Account	244,377.84
Benton Avenue Cemetery Account	375.40
Agency Account	73,842.32
TOTAL	$514,448.30